



511 Rideshare 2015-2016 Marketing Plan

June 2015

Situation

The nine county San Francisco Bay Area is both benefitting and suffering from an economic upturn fueled by the technology industry. The thriving economy is increasing congestion on all systems of transportation. As a result, capacity constraints are taxing current systems - especially at peak commute times. An express lane infrastructure is being built as one response to this capacity issue, which lays the groundwork for other congestion relief efforts, specifically ridesharing.

Background

For more than ten years, the 511 Rideshare Program has provided a robust assortment of Rideshare support services to commuters around the Bay Area. These services were generally distributed through employers, and included the facilitation of carpooling through the 511 RideMatch System—a database of commuters' home and work addresses matched by proximity. The last few years have seen a proliferation in Smartphone use and a growing comfort and reliance on apps for daily tasks. This reliance has moved into the transportation information and options space. Bay Area residents have come to expect options that provide flexibility, mobility and immediate solutions; options that a standard online (desktop) system cannot provide. As the private market is playing a stronger role in the facilitation of ridesharing, MTC is exploring a new role as the conduit that markets these services directly to consumers. This document, the 511 Rideshare Marketing Plan for Fiscal Year 2015-16, is the final marketing plan to be assembled by Parsons Brinckerhoff under the current 511 Regional Rideshare contract. This final year plan is designed to be flexible and support the Metropolitan Transportation Commission's (MTC) new direction of providing ridesharing services.

Traditionally, the marketing plan outlines efforts to increase the use of the 511 RideMatch Service and to aid outreach to employers. As more ridesharing technologies enter the marketplace, 511 Rideshare is re-positioning its efforts to promote these new services through direct-to-consumer messaging, supporting third party carpooling partners, and leveraging the opening of a new express lane (I-580). These renewed efforts will be reflected in the goals and objectives section of this document.

Summary of FY14-15 511 Rideshare Marketing Plan Efforts

Last year's 511 Rideshare Marketing Plan worked to increase carpooling and vanpooling in the Bay Area by implementing the following six objectives:

Objective 1: Drive traffic to 511 Rideshare page

Objective 2: Increase RideMatch Service registrants

Objective 3: Increase RideMatch Service activation rate

Objective 4: Refine employer targeting

Objective 5: Enhance Vanpool Marketing Program

Objective 6: Increase general Bay Area awareness and participation in carpooling

During FY14/15, new goals and directions were established revising these objectives, however most projects were completed (See Appendix 1).

¹ See Fiscal Year 14/15 Marketing Plan

Goal and Objectives

The FY15-16 Marketing Plan carries forth the same goal as the previous year, while implementing new objectives.

Goal: Increase carpooling and vanpooling in the Bay Area.

- Objective 1: Effectively communicate with commuters directly, without necessarily working through employer/employment channels.
- Objective 2: Create carpool & vanpool campaigns that successfully leverage a growing HOV and express lane infrastructure.
- Objective 3: Encourage the public to use whatever rideshare technology best suits its needs and partner with MTC's dynamic/private rideshare app developers to expand and increase carpooling options in the Bay Area.
- Objective 4: Continue to provide carpooling and vanpooling support services to Bay Area employers.
- Objective 5: Transition communications and ridesharing services to new responsible parties effectively.

Each of these objectives is described in more detail below.

Objective 1: Effectively communicate with commuters directly, without necessarily working through their employer.

1. Micro-neighborhood Carpool Campaigns

- a. Select 3-5 areas in the nine county region where there is a mix of single-occupancy vehicles, carpool-supporting infrastructure and carpool culture.
- b. Target residents of these submarkets using digital and other media channels as appropriate and applicable. If adoption of private sector partner apps is slow, leverage employer contacts (e.g. the piggyback model).
- c. Use messaging that speaks directly to individuals about carpooling benefits and opportunities in their location (e.g. utilize vanpool testimonials and send stories to people in similar geographies).
- d. Target active, non-tracking 511 RMS users with origins and destinations in the identified micro markets with aligned campaign messaging.
- e. Sponsor ads on Twitter, Facebook, LinkedIn and/or Instagram that highlight the carpool culture, infrastructure and options in each area.
- f. Enhance the 511 Rideshare landing page with promotional information specifically about each area during the campaign runs.
- g. Geo-target BART to Carpool permit applicants for campaign messages via eblast.
- h. Work with ridesharing app developers to target each location and utilize area-specific incentives.

2. Target employees directly without employer involvement.
 - a. Identify major office parks around corridors with high congestion and carpool-friendly infrastructure.
 - b. Research interests of the employees in these geographies to better target them through digital ads.
 - c. Use short run geo-specific ad campaigns targeting employment centers, post a visit from rideshare apps/outreach teams, express lanes outreach teams, private vanpool vendors, or other partners supporting carpooling at employment centers.
 - d. Target active, non-tracking 511 RMS users with destinations in the identified office parks and corridors with aligned campaign messaging.

Objective 2: Create carpool & vanpool campaigns that successfully leverage a growing HOV and express lane infrastructure.

1. I-580 Express Lanes Launch Campaign (See Appendix 2)
2. HOV Corridor Campaign (See Appendix 3)
 - a. Identify opportune sections of highways where existing HOV lane flow is statistically faster than the general lanes.
 - b. Purchase billboard/bulletin space in identified corridor(s) that directs commuters to 511 Rideshare.
 - c. Geo-target active, non-tracking 511 RMS users with origins/destinations in the identified office parks and corridors with aligned campaign messaging.
 - d. Provide campaign-responsive information on the 511 Rideshare website.
3. General incorporation of HOV and express lane locations in all campaign strategies.

Objective 3: Encourage the public to use whatever rideshare technology best suits its needs and partner with MTC's dynamic/private rideshare app developers to expand and increase carpooling options in the Bay Area.

1. Work with rideshare developers to provide incentives for their riders and drivers.
 - a. Expand Trip Diary incentives to all commuters using any Carpool Well rideshare application that has a partnership with us (e.g. if you take 15 trips in a partner ridesharing application this month you'll be eligible to win 511 Rideshare's raffle prize).
 - b. Work with ridesharing application developers to provide new incentives that best encourage behavior change in their app/platform.
 - c. Work with MTC to improve feedback, data and implement the MTC/rideshare app cross-promotion items.
 - d. Develop a standardized and scheduled communication process with ridesharing app developers to optimize marketing budgets, activities, outreach, and data submission.
 - e. Continue to educate 511 Rideshare outreach and call center staff about new carpool options and app developer partnerships.

- f. Encourage app developers and county partners to incorporate apps into the annual Great Race.
- 2. Promote use of Carpool Well (or alternate partner rideshare marketplace)
 - a. Provide the public with all ridesharing options (rideshare buffet) by promoting 511's new one-stop shop for all ridesharing services.
 - b. Conduct a launch campaign (see Appendix 4).
 - c. Consider this the landing page for carpool campaigns taking place post-launch.
 - d. As partnerships develop, create and implement an incentive campaign that overlaps all carpool matching providers in Carpool Well.
 - e. Encourage employers to transition a link to Carpool Well and away from customized RMS sites.
 - f. Geo-target BART to Carpool permit applicants for Carpool Well messages via eblast.
- 3. Post and/or share articles about ridesharing applications on 511SFBay's social media.

Objective 4: Continue to provide carpooling and vanpooling support services to Bay Area employers.
Transition supporting documents and information to online content and resources.

- 1. Continue to operate the Trip Diary trip-tracking promotions while opening them up to ridesharing applications.
- 2. Continue to provide support to the Employer Services Department and the Commuter Services Department on all efforts (e.g., event pilots, skin site pilots, etc.).
- 3. Update existing employer materials to self-serve non-consultation based information.
- 4. Transition employer-supporting documentation and information to online content.

Objective 5: Transition communications and ridesharing services to new responsible parties effectively.

- 1. Transition services and marketing efforts per transition implementation plan.

Calendar

PROJECTS	DATES	June '15	July '15	August '15	September '15	October '15	November '15	December '15	January '16	February '16	March '16	April '16	May '16	June '16
I-580 Campaign														
Establish App Promo Partnerships														
Create Materials for Alameda CTC														
Website Messaging Coordination														
Email Database														
Run Raffle Promotion														
Social Media Campaign Media Approval														
App/511 Social Media Updates														
Launch-Day Media Planning														
Post-launch Media Buy														
Post-launch Social Media Campaign														
Launch Day Winner Announcement														
HOV Corridor Campaign														
Plan Approval														
Media Buy														
Website Coordination														
Establish Tracking														
Campaign Run														
Mini Campaigns														
Planning														
Run (details TBD)														
Transition														
Review documents														
Rewrite for new audience														
Post to website														

3B.1 Annual Budget

[illegible]

Breakout of Campaign Budget Costs

Rideshare Campaigns	Cost
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
101 Corridor Campaign	
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
4 Micro-hood Campaigns	
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]
Total Campaign Budget:	[Redacted]

Note: This budget does not include the cost of Parsons Brinckerhoff labor.

Objective	Activity	FY14-15					FY15-16										Status/Notes
		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL			
#1 - Drive Traffic to Rideshare Page	511 Brochure-New Hire Packets															Ongoing. Two confirmed in Santa Clara.	
	Employer Intranet Hyperlinks to 511/511 RS															4 links to 511.org, 6 links to rideshare.511.org, 27 links to 511 RMS	
	Hyperlink on Transit Agency/Community Ctr.															Never found proper opportunity.	
	Share Social Media Messages															Active partners include SFMTA, Clipper, MTC, SFDOE and others	
	Share promo info w/regional partners															Ongoing	
	Rideshare on top of IVR tree															All modes will eventually be moved to top.	
	Perform outreach at employer events															Supporting new event strategies.	
	Perform outreach at community events															Re-evaluated event policies-discontinued	
	Update 511 RRP promo materials															Ongoing	
	Increase social media references to Rideshare															Ongoing	
Create/Upload Videos																Trip diary tutorial video produced and launched. Finalize and edit vanpool testimonial	
Include links/references to videos																Ongoing with CSD calls/emails, City of San Rafael posted internal link	
#2 - Increase 511 RMS Registrants	Turn-key promotions to employers/ETCs															Ongoing email to employers and ETC promotion.	
	Improve RMS user interface/registration															Improved RMS registration launched in February.	
	Improve Rideshare home page															With CRG for redesign.	
	Continue Carpool/Green Rewards programs															Ongoing.	
	Refer a Friend															Ongoing	
	Loyalty Program															Re-evaluated based on revised priorities/inherent w/tracking	
	Establish annual rewards partners															Cirque du Soleil, BBB, Disney, YBCA, Dickens, Hornblower	
	Increase 511 Rideshare social media presence															Ongoing. Post to social media approximately twice per month.	
	Winners share post photos															Good results, 10 shares from customers to date.	
	Share content on 511 Twitter															Ongoing (controlled directly by TIC)	
	FB campaign															Combined with corridor campaign	
	Perform outreach at community events															Ongoing	
	Display current promotions															Ongoing	
	Distribute swag to likely candidates															Ongoing	
#3 - Increase 511 Activation Rate	Update and improve activation email															Completed.	
	Offer activation by email and text															Completed.	
	Offer event registration (iPads)															Pilots tried in May. Additional pilots w/cards scheduled in June.	
	Emphasize activation is essential															Discontinued due to revised activation process.	
#4 - Refine Employer Targeting	Apply 80/20 rule															Ongoing and prioritized with revised event policies.	
	Identify, target employers with thriving programs.															Ongoing and prioritized with revised event policies.	
	Provide info for value-added outreach/TDM															Ongoing and prioritized with revised event policies.	
#5 - Enhance Vanpool Marketing	Create testimonials for vanpools															In progress and production. Scheduled release in June.	
	Driver meet & greet															Discontinued. Not focused on lead generation.	
	Increase vanpool visibility in social media															Ongoing. Posted one per quarter in last year.	
	Refer a Friend															Ongoing. One confirmed.	
	Establish legacy program/long-term vans															In planning (LaShawn). Targeted for autumn 2015. Tried selfie promotion. Planning on featuring classic vanpools.	
	Reward program that build community in vans															In planning (LaShawn). Support vanpool coordinators. Targeted for autumn 2015.	
#6 - Increase Carpool Awareness/Participation	Promote three options for carpooling															Web page updated with dynamic, traditional and casual	
	Educate customers about options															Ongoing.	
	Partner with other carpool services															Carma, reviewed and made inputs to RFP. Support Toeverywhere.net. Support MTC knowledge base.	
Pending Campaigns	Additional Campaigns																
	Corridor Campaign															Combined social media with corridor campaign, draft in review with MTC.	
	Guerrilla Marketing															Pending more information regarding insurance requirements and property manager willing to participate.	

Legend

Launch/New

Ongoing Activity

No Activity

Discontinued

Appendix 2: I-580 Launch Plan

Background

In the fall of 2015, two eastbound express lanes and one westbound express lane on I-580 will open to the public. Drivers will be able to pay a fee to ride between Livermore and Dublin for approximately 13.2 miles. Carpools and vanpools will continue to be able to use the lanes for free. As such, the opening of the I-580 Express Lanes is an opportune moment to showcase carpooling as a time-saving and cost-efficient alternative to driving alone along the I-580 corridor.

Call to Action

Visit 511 Rideshare to find a carpool and ride in the I-580 Express Lanes for free.

Media Strategy

The I-580 Express Lanes are slated to open in fall of 2015. This marketing strategy is a pre- and post-launch effort. The pre-launch narrative leverages much of Alameda CTC's outreach work by providing the agency with an incentive to help people register and be prepared for what is coming. Post-launch, 511 Rideshare will focus on targeted digital ad campaigns and incentives to get carpoolers to use the new lanes.

The launch of I-580 Express Lanes provides a great opportunity for geographic targeting based on commute patterns. I-580 commuters fall into two funnels: people whose origin is near I-580 and people whose destination is near the corridor. The first funnel we are calling I-580 Residents and the second funnel we are calling I-580 Employees. While 511 Rideshare is proposing to push the same incentives and campaigns to both funnels, the approaches are different and outlined below.

Funnel 1: I-580 Residents

Target Audience

- Live within a 30 minute commute-time distance from I-580¹
- Have an interest in traffic information
- Own a vehicle
- Drivers ages 18-30 and 40-50
- Show interest in ridesharing (e.g. Zipcar member, Uber/Lyft user, etc.)

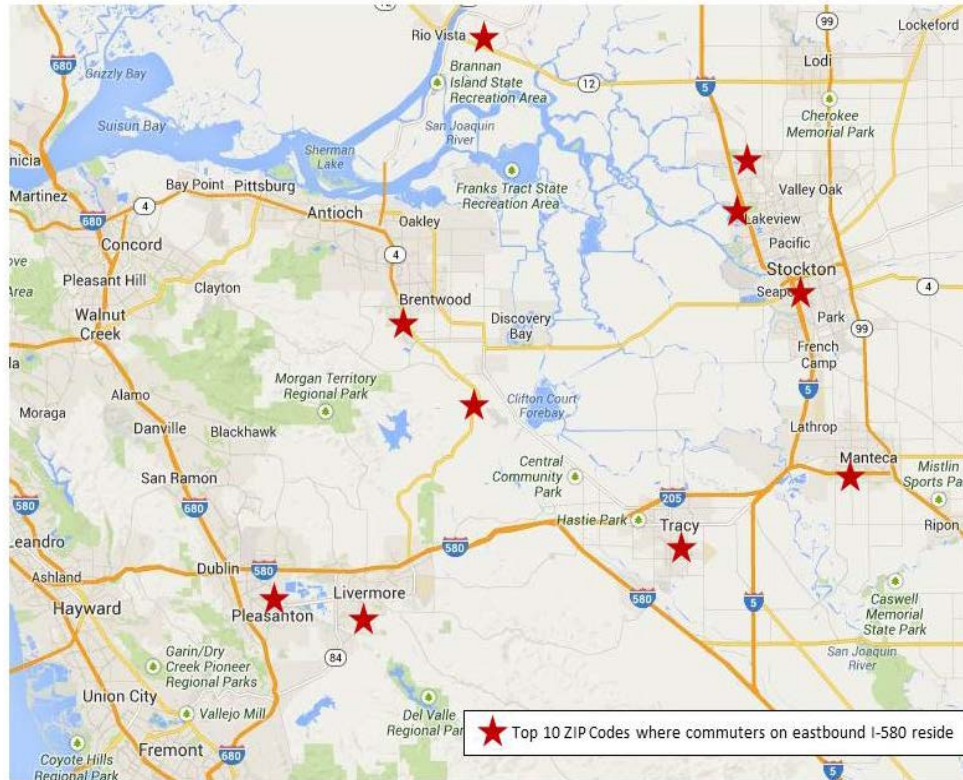
The target audience will continue to be defined with on-the-ground information provided by Alameda CTC on the commute patterns of Alameda residents.

¹ Based on US Census data on average commute times in Alameda County

Media Plan

1. Door Hangers (August 2015/Pre-launch)

- Put door hangers on residents' doors introducing I-580 Express Lanes on one side and directing people to 511 Rideshare on the other.



Door Hanger costs	
Distribution costs	
Distribution to 5k households (minimum)	
Distribution to 10k households	
Distribution time	Approximately 5-6 hours using a team of four people in standard suburban neighborhoods. Large lots, gated apartments or hills may effect delivery time.

2. Website Coordination (Pre-launch)

- Work with Alameda CTC to ensure all links on its site are connecting users to the proper information.
- Work with 511.org to install a promo box on the front page that corresponds to the information Alameda CTC is distributing at events and that appears on door hangers (e.g. similar graphics).
- Email
 - Target all RMS users residing within a 10-mile radius of the I-580 corridor only.
 - Series of emails:

- a. Find a ride
 - b. Add to your carpool
 - c. Try a Vanpool
 - d. Digital
 - i. Work with rideshare applications to promote posts on Facebook and Twitter each week announcing the number of users registered in the RMS and rideshare applications within the zip code of where the ad viewer resides.
 - ii. Make sure the promotion is on the landing page during door hanger distribution.
3. Vendor Promotion – Travel in the carpool lane five times and app user is eligible to win a prize. (Post-launch)
4. Social media – #FreeRide580 campaign (Post-launch)
 - a. Facebook ads that link to 511 Rideshare and utilize the #FreeRide580 tag.
 - i. Ride for free on I-580 Express Lanes
 - ii. Find a carpool
 - iii. Free for ride when you carpool on I-580 Express Lanes
 - b. Twitter ads linking to 511 Rideshare and utilizing the #FreeRide580 tag
 - i. Image of carpoolers having a blast with the #FreeRide580 tag
 - ii. Run a contest for people who tweet their I-580 Express Lanes experience at 511 using the #FreeRide580 tag

Funnel 2: I-580 Employees

Target Audience

- Employees of large businesses within a 10-mile radius of the I-580 corridor
- Additional companies suggested by Alameda CTC's plan
- Residents of San Joaquin County, specifically Tracy and Manteca (see map above)
- Own a vehicle
- Drivers ages 18-30 and 40-50
- Show interest in ridesharing (e.g. Zipcar member, Uber/Lyft user, etc.)

Media Plan

1. Incentive promotion for registering with Ridesharing app/system before the launch of the lanes. (Pre-launch).
 - a. Prize/raffle details

Top five employers in Pleasanton:	
Company	Employees
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
Top five employers in Livermore:	
Company	Employees
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
Top five employers in Tracy:	
Company	Employees
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

- i. Large prize, one-time post-launch drawing
 - ii. Work with rideshare applications to use promo code that gets users who sign-up a chance in the raffle.
 - iii. Each time they use vendor app their chance to win increases (another name in the hat).
 - iv. Register with 511 Rideshare to be entered
 - b. Create materials for Alameda CTC and 511 ESRs to use at events and for their employer contacts.
 - c. Winner announced day of launch
 - i. Sponsored post about I-580 Express Lanes preparedness/the winner/how to find a carpool
 - ii. Target the post to people working in zip codes within a 10-mile radius of the I-580 corridor.
- Alameda CTC at presentations to the Lion's Clubs, Rotaries, Guaranteed Ride Home program and other civic groups two months before opening.
- 2. Vendor Promotion - Travel in the carpool lane five times and app user is entered to win a prize. (Post-launch)
 - a. Produce outreach materials for Alameda CTC and ESRs to distribute to employers within a 10-mile radius of the I-580 corridor (emails, promo cards, etc.).
 - b. Send ESRs to Alameda CTC events to register people on site (addresses an existing known challenge).
 - c. Produce "How to Register for Carpool with 511" tutorial video.
 - d. Digital media
 - i. Coordinate with Alameda CTC to schedule ads targeting sites where the agency just held outreach events about I-580 Express Lanes.
 - 1. LinkedIn sponsored updates
 - 2. Twitter ads
 - 3. Work with rideshare applications to promote posts on both media each week announcing the number of users registered in the RMS and rideshare applications within the zip code of where the ad viewer works.
 - e. Promotion boxes on 511.org, Rideshare.511.org, BayAreaExpressLanes.org and AlamedaCTC.org.
 - 3. Social media – #FreeRide580 campaign (Post-launch)
 - a. Facebook ads that link to 511 Rideshare and utilize the #FreeRide580 tag
 - i. Ride for free on I-580 Express Lanes
 - ii. Find a carpool
 - iii. Free Ride when you carpool on I-580 Express Lanes
 - b. Twitter ads linking to 511 Rideshare and utilize the #FreeRide580 tag
 - i. Images of carpoolers having a blast with the #FreeRide580 tag
 - ii. Run contest for people who tweet their I-580 Express Lanes experience at 511 using the #FreeRide580 tag

Evaluation

Each promotion will be evaluated on participation. This will include data reporting from rideshare applications. The 511 Rideshare website will be monitored throughout the campaigns to note any spikes in visitation. 511 Rideshare will report on the outcome of all purchased digital ads.

Appendix 3: HOV Corridor Campaign Plan

Overview

511 Rideshare is proposing an individual corridor-focused consumer campaign that will raise HOV lane awareness by targeting single-occupancy vehicle (SOV) drivers commuting on heavily-trafficked Bay Area corridors with significant HOV time savings.

Historically, the 511 rideshare program has not invested in this type of campaign because many of the 511 RRP deliverables were based on targeting and working through employers to encourage carpooling behavior among employees. Program resources were utilized for worksite outreach and TDM development programs that matched employees with co-workers that had similar travel patterns via a traditional form of online ridematching.

The 511 Rideshare program, however, is changing its communication approach to reach potential carpoolers more directly through consumer-based advertising, and leverage a developing market of private ridematching smartphone apps.

Campaign Strategy

The campaign strategy centers around directing people to a carpool solution when they are most frustrated with the time lost from their solo morning commute. The campaign will use proximity-based outdoor media (billboards in a specific corridor) and social media. The campaign call to action will be simple: Fast Lane = Carpool Lane | Visit Rideshare.511.org. The billboards will also have supplemental support from targeted Facebook and Twitter ads driving traffic to Rideshare.511.org. Note: The campaign will be structured to guide customers to the 511.org home page, then to a special rideshare page and RMS log in.

Campaign Planning and Schedule

- Single billboard campaign based on location options below.
- Targeted Twitter and Facebook ads.
- Four-week campaign.
- Schedule TBD – contingent upon availability.

Target Audience

- SOV drivers in the 101 SB highway corridor (e.g., San Mateo, San Francisco, Santa Clara)
- Facebook and Twitter users residing in counties with significant commute flow along the 101 corridor and auto-owner key words and interests
- Drivers 18 - 50 narrowed to household w/o younger children and children's interests

Campaign Goals

- 2,727,868 impressions from OOH (based on Clear Channel billboard #1426)
- 892,219 impressions from social media advertising

- 3,319,905 total impressions
- 5,002 clicks from Facebook and Twitter to 511.org
- 250 new 511 RMS self-registrations within campaign period, 5% above current monthly average

Billboard Location Selection Criteria

The following criteria were used to select possible billboard locations:

1. Time of day potential carpoolers would be receptive to carpool messaging
2. Time of day potential carpoolers would make a behavior change in their commute mode
3. Bay Area state and federal highways with HOV lanes
4. Billboard location (e.g. facing (direction) AM or PM commute traffic, proximity, etc.)
5. Significant time-savings in HOV lanes (10+ minutes)
6. Billboard availability

Selection Criteria 1 and 2: PB's team conducted a small survey to determine whether commuters were more likely to search for a carpool partner after a long morning commute or a long evening commute. Eighty percent were more likely to perform the search in the morning (at work) than remember to do it once they get home.

Selection Criteria 3 - 6:

Billboards that best fit criteria 3 - 6 are represented in the matrices below showing the morning and evening commutes with the most HOV time savings in descending order. Information was gathered from Caltrans HICOMP Congestion Monitoring Data, and from Bay Area billboard management companies.

Billboards Facing AM Peak Period - *Morning commutes show less time-savings in the HOV lane, however people are more likely to take action to improve their commute when they get into work.*

Route	Time Savings (minutes)	Notes
SM-101 SB – Whipple Ave. to Santa Clara County Line	15	Billboard Panel ID: 001426 – facing AM commute/traffic, 674,136 weekly impressions. Billboard Panel ID: 001413 – facing AM commute/traffic, 869,436 weekly impressions. Drivers will have sat through and estimated 15+ minutes of traffic. These two billboards positioned at the county line.
SCL-87 NB – Rte. 280 I/C to Rte. 101 I/C	20	Close to Santa Cruz border, no billboards nearby.
SCL-87 NB – Rte. 280 I/C to Rte. 101 I/C	20	Close to Santa Cruz border, no billboards nearby.
SCL-85 NB – Almaden Expwy. to Rte. 280	14	No billboards
SCL-85 NB – Rte. 280 to Rte. 101 (Mtn. View)	14	No billboards

Billboards Facing PM Peak Period - Evening commutes show more time-savings in the HOV lane, however, people are less likely to deal with their commute once they are home due to fatigue and home/life responsibilities.

Route	Time Savings (minutes)	Notes
SCL-101 SB Ellis St. to Guadalupe Pkwy.	17	Billboard Panel ID: 001532 Only billboard is left-facing. 500k+ impressions per week.
SCL-101 SB Guadalupe Pkwy. to 101/280/680 I/C	16	Billboard Panel ID: 001170 – facing PM commute/traffic Billboard Panel ID: 001170 – facing PM commute/traffic High impressions (700k+/week)
ALA-880 NB Santa Clara Co. Line to Whipple Rd.	16	Panel ID: 001245 (800k+/week)
SCL-237 EB Mathilda Ave. to Rte. 880/237 Jct.	16	Only board has very low impressions

Billboard Location Selection Recommendation

From the research outlined above, PB recommends the billboard at the SM-101 SB – Whipple Ave to Santa Clara County line as the best location for the carpool ad. This billboard is well paced within the HOV corridor running from Whipple Ave. to North of Cochrane Rd. - Southbound.

Note: I-580 nor I-680 were considered because of an absence of existing commercially-available billboards and selecting corridors with the best HOV time savings.

Evaluation

- Monitor increase in 511 Rideshare site visits. PB will develop a summary report with pre-campaign statistics and 30- and 60-day post-campaign statistics of web visits and 511 RMS registrations.
- PB will report on the number of site visits directly from Facebook and Twitter ads, the cost per click and the click-through rate. As the first campaign of this kind for 511 Rideshare, this will establish a baseline for future campaign evaluation.

Production and Delivery Budget

Task	Cost
Social Media Ad Campaign	
Billboard Cost for a Four-Week Campaign	
Project Management & Production	

Proposed (Draft) Schedule

Clear Channel billboard #1426 is available 8/3 – 8/30 (August) and wait-listed 8/31 – 9/27 (September). NOTE: Availability is not guaranteed and may change based on other potential media buyers.

Media	Dates	Dates	Dates	Dates
Billboard	August 3 – 9	August 10 – 16	August 17 – 23	August 24 – 30
Facebook	August 3 – 7		August 17 – 21	
Twitter	August 3 – 7		August 17 – 21	

Appendix 4: Carpool Well Communications Outline and Implementation Plan

In anticipation of MTC's release of an RFP to partner with private sector carpool companies in 2015, PB has developed the beta site of "Carpool Well." The Carpool Well will serve as an online resource for Bay Area residents to access a collection of carpool matching services. A draft communication outline and implementation plan is below.

Communication Tasks and Materials:

1. Message Development
 - a. What Carpool Well does and how to use it
 - b. Text/Graphics for internal and external communication
2. Internal Communications
 - a. Commuter Services (Call Center) - training
 - b. Employer Services - training
3. External Communications
 - a. Develop worksite materials
 - b. Share information with delegated counties
 - c. Eblast to RMS
 - d. News release promoting RFP from MTC
 - e. Facebook posts
 - f. Social Media ad campaign
4. Private Partner Communications
 - a. Coordinate dialogue with partners (based on Carma model)
 - b. Messaging/guidelines for partners for eblasts and or promo boxes
 - c. Announcement scheduling/frequency if there are multiple partners
 - d. Assist with MTC coordination, as needed
5. Tracking
 - a. Confirm page analytics
 - b. Proposed frequency for tracking (monthly)
 - c. Info/measurement report to MTC
6. Develop and confirm protocol/process to Add/Remove Partners to/from Site
7. Maintenance and Update

Tasks leading up to launch – Tasks to be completed before the site can be promoted.

Date	Task
Week 1	Launch Carpool Well Beta
Week 4	MTC Testing and Feedback
Week 6	Incorporate Edits
Week 7	Soft launch

Soft Launch – Soft launch will allow people to use the site with 511 Rideshare and Carma on the feed, but will not promote the new site as heavily as the hard launch to ensure people’s first visit is optimal in functionality.

Dates	Media	Frequency
TBD	News Release	Distributed to Bay Area Media, via MTC policies and PIO.

Hard Launch – Hard launch will occur when the partners who submitted a proposal to the RFP are approved by MTC and incorporated on the website.

Dates	Media	Frequency
TBD	Facebook	\$1,000 budgeted campaign to get people to try the site.
TBD	2 Eblasts to Employers & Delegated Counties	Stand-alone email to employers.
TBD	2 Eblasts to RMS Database	Stand-alone email to employers.